

3722

PTO/SB/21 (08-03)

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TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

		Application Number	09/781,788
		Filing Date	February 12, 2001
		First Named Inventor	Larry Wolf, et al.
		Art Unit	3722
		Examiner Name	Unknown
Total Number of Pages in This Submission	10	Attorney Docket Number	1000172-0003

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ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance communication to Technology Center (TC)
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input checked="" type="checkbox"/> Power of Attorney, Revocation	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Change of Correspondence Address	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Response to Missing Parts/ Incomplete Application		
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

Remarks

(1) Revocation of Power Attorney with New Power of Attorney and Change of Correspondence Address
 (2) Assignment of Assignor's Interest Form with documentation (6 pages)

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	James H. Wynn
Signature	
Date	December 16, 2003

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Typed or printed name	James H. Wynn		
Signature		Date	12/16/03

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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**REVOCATION OF POWER OF
ATTORNEY WITH
NEW POWER OF ATTORNEY
AND
CHANGE OF CORRESPONDENCE ADDRESS**

Application Number	09/781,788
Filing Date	February 12, 2001
First Named Inventor	Larry Wolf, et al.
Art Unit	3722
Examiner Name	Unknown
Attorney Docket Number	1000172-0003

*Attorney docket
#8
2-23-04*

I hereby revoke all previous powers of attorney given in the above-identified application.

A Power of Attorney is submitted herewith.

OR

I hereby appoint the practitioners associated with the Customer Number:

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Please change the correspondence address for the above-identified application to:

The address associated with
Customer Number:

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JAN 17 2004*

OR

<input checked="" type="checkbox"/> Firm or Individual Name	James H. Wynn				
Address	Lord, Bissell & Brook LLP				
Address	300 South Grand Avenue, 8th Floor				
City	Los Angeles	State	CA	Zip	90071
Country	U.S.A.				
Telephone	(213) 687-6769	Fax	(213) 485-1200		

I am the:

Applicant/Inventor.

Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)

SIGNATURE of Applicant or Assignee of Record

Name	Larry Wolf		
Signature	<i>Larry Wolf</i>		
Date	12-11-03	Telephone	(805) 639-0006

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

*Total of _____ forms are submitted.

This collection of information is required by 37 CFR 1.36. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



PTO/SB/81 (09-03)

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**POWER OF ATTORNEY
and
CORRESPONDENCE ADDRESS
INDICATION FORM**

Application Number	09/781,788
Filing Date	February 12, 2001
First Named Inventor	Larry Wolf, et al.
Title	Advertising Method and System
Art Unit	3722
Examiner Name	Unknown
Attorney Docket Number	1000172-0003

I hereby appoint:

 Practitioners associated with the Customer Number:

OR

 Practitioner(s) named below:

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Name	Registration Number
James H. Wynn	45,545
Roberta L. Hastreiter	32,990
Scott Feder	33,129
Keith Parr	33,322

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please recognize or change the correspondence address for the above-identified application to:

 The address associated with the above-mentioned Customer Number:

OR

 The address associated with Customer Number:

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OR

<input checked="" type="checkbox"/>	Firm or Individual Name	James H. Wynn
Address	Lord, Bissell & Brook LLP	
Address	300 South Grand Avenue, 8th Floor	
City	Los Angeles	State CA Zip 90071
Country	USA	
Telephone	(213) 687-6769	Fax (213) 485-1200

I am the:

 Applicant/Inventor. Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)

SIGNATURE of Applicant or Assignee of Record

Name	Larry Wolf, Co-CEO Adchek, Inc.	
Signature		
Date	1-21-03	Telephone (805) 639-0006

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

 *Total of _____ forms are submitted.

This collection of information is required by 37 CFR 1.31 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: Larry Wolf and Todd WhiteApplication No./Patent No.: 09/781,788 Filed/Issue Date: February 12, 2001Entitled: Advertising Method and SystemAdchek, Inc., a corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. the assignee of the entire right, title, and interest; or2. an assignee of less than the entire right, title and interest.The extent (by percentage) of its ownership interest is _____ %
in the patent application/patent identified above by virtue of either:

A. [] An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

B. [] A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: _____ To: _____

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2. From: _____ To: _____

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3. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

[] Additional documents in the chain of title are listed on a supplemental sheet.

JAN 05 2001

[x] Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document)
must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be
recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Larry Wolf

Typed or printed name

Signature

Co-CEO

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

AUGUST 04, 2001

ARTER & HADDEN LLP
MICHAEL A. JAFFE, ESQ.
1100 HUNTINGTON BUILDING
925 EUCLID AVENUE
CLEVELAND, OH 44115



101725220A

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UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 05/14/2001

REEL/FRAME: 011811/0179

NUMBER OF PAGES: 5

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:
WOLF, LARRY

DOC DATE: 02/21/2001

ASSIGNOR:
WHITE, TODD

DOC DATE: 02/21/2001

ASSIGNEE:
ADCHEK, INC.
2225 SPERRY AVENUE
SUITE 1050
VENTURA, CALIFORNIA 93003

SERIAL NUMBER: 09781788
PATENT NUMBER:

FILING DATE: 02/12/2001
ISSUE DATE:

KIMBERLY WHITE, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

101725220A
C-101725220A

DOCKET
AUG 13 2001

ARTER & HADDEN

MAY 14 2001

FORM P-1
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05-22-2001

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PATENTS ONLY

5.14.01

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Submission Type

 New Resubmission (Non-Recordation)Document ID# Correction of PTO ErrorReel # Frame # Corrective DocumentReel # Frame #

Conveyance Type

 Assignment License Merger Security Agreement Change of Name Other U.S. Government
(For Use ONLY by U.S. Government Agencies) Departmental File Secret File

Conveying Party(ies)

 Mark if additional names of conveying parties attached
Execution Date
Month Day YearName (line 1) Larry Wolf

02/21/2001

Name (line 2) Execution Date
Month Day Year

Second Party

Name (line 1) Todd White

02/21/2001

Name (line 2)

Receiving Party

 Mark if additional names of receiving parties attachedName (line 1) AdChek, Inc. If document to be recorded
is an assignment and the
receiving party is not
domiciled in the United
States, an appointment
of a domestic
representative is attached.
(Designation must be a
separate document from
Assignment.)Name (line 2) Address (line 1) 2225 Sperry AvenueAddress (line 2) Suite 1050Address (line 3) Ventura

City

 California

State/Country

 93003

Zip Code

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name Address (line 1) Address (line 2) Address (line 3) Address (line 4)

05/16/2001 BNGUYEN1 00000079 09781788

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Mail documents to be recorded with required cover sheet(s) information to:
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Correspondent Name and Address **Area Code and Telephone Number**

Name

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Pages Enter the total number of pages of the attached conveyance document #

Application Number(s) or Patent Number(s)

Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).

Patent Application Number(s)

Patent Number(s)

If this document is being filed together with a new Patent Application, enter the date the patent application was signed by the first named executing inventor.

Month Day Year

Patent Cooperation Treaty (PCT)

PCT

PCT

PCT

Enter PCT application number

only if a U.S. Application Number
has not been assigned.

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PCT

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Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment:

Deposit Account

Enclosed Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

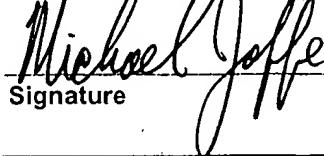
Yes

No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Michael A. Jaffe, Reg.#36,326



May 11, 2001

Name of Person Signing

Signature

Date

Atty Docket: 72890/10396

ASSIGNMENT

In consideration of the payment by ASSIGNEE to ASSIGNOR(S) of the sum of Ten Dollars (\$10.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR: Name: Larry Wolf

Address: 681 Delphinium Place

Oxnard, California 93030

County: Ventura

ASSIGNOR: Name: Todd White

Address: 301 Peach Avenue

Ventura, California 93004

County: Ventura

hereby sell, assign and transfer to

ASSIGNEE: Name: AdChek, Inc.

Principal Place

Of Business: 2225 Sperry Avenue, Suite 1050

Ventura, California 93003

State of

Incorporation: California

and the successors, assigns and legal representatives of the ASSIGNEE the entire right, title and interest for the United States and its territorial possessions, and in all foreign countries, including all rights to claim priority in and to any and all improvements which are disclosed in the invention entitled:

and which is found in (37 C.F.R. § 3.21)

U.S. patent application executed on the 22 day of February, 2001

U.S. patent application executed on the 21 day of February, 20 01

To comply with 37 C.F.R. § 3.21 for recordal of this assignment, we, as ASSIGNOR(S) signing below, hereby authorize and request our attorney to insert below the filing date and application number when they become known.

U.S. application No. _____, filed on _____

and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for such invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent, any reissue or re-examination thereof.

ASSIGNOR(S) hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR(S) further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR(S) and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

Signed at VENTURA, CALIFORNIA on this
(City) (State)

21ST day of FEBRUARY, 20 01.
(day) (Month)


LARRY WOLF

STATE OF)
COUNTY OF) :SS
)

Personally appeared before me this day, the above named LARRY WOLF to me personally known, who acknowledged that he signed the foregoing instrument for the uses and purposes therein mentioned, and that the same is his free act and deed.

In testimony whereof, I have hereunto set my hand and affixed my seal, this _____ day of _____, 20_____.

Notary Public

(Seal)

Signed at VENTURA, CALIFORNIA on this
(City) (State)

21ST day of FEBRUARY, 2001.
(day) (Month)

Todd White
TODD WHITE

STATE OF)
):SS
COUNTY OF)

Personally appeared before me this day, the above named Todd White to me personally known, who acknowledged that he signed the foregoing instrument for the uses and purposes therein mentioned, and that the same is his free act and deed.

In testimony whereof, I have hereunto set my hand and affixed my seal, this _____ day of _____, 20_____.

Notary Public

(Seal)

565770.1